New look at an old problem: Marketing 'delicate' products—See Magazine

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Advertising Age®

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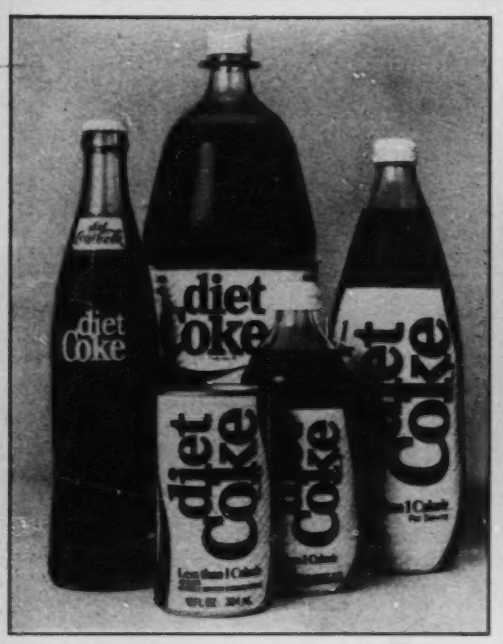

NEW
Positively Pepsi taste
...and it's caffeine free!
99% CAFFEINE FREE COLA
Pepsi Free
SUGAR FREE CAFFEINE FREE
Pepsi Free
REGULAR
SUGAR FREE
NEW PEPSI FREE
Anybody can make a caffeine free cola, but there's only one with positively Pepsi taste.
Now Pepsi Free — regular or sugar free.
SAVE 50¢
On any multi-pack or 2 liter bottle of Caffeine Free Pepsi Free, Regular or Sugar Free

Coke, Pepsi try extended-family concept

Coca-Cola Co. is putting new Diet Coke into a full range of containers, including its famous shaped bottle. Pepsi-Cola will offer Pepsi Free caffeine-free cola in regular and diet versions. Both products hit the market in August, with massive ad spending behind them.

Spending pace quickens

Cola giants offer brand extensions

By NANCY GIGES

The two major cola marketers, agreeing that the coming months will bring change such as the soft-drink business has never before experienced, are each betting their brand names on different market segments. Both Pepsi-Cola and Coca-Cola, introducing different drinks, vow to support them with some of the heaviest advertising ever.

Despite its strong protests against Seven-Up Co.'s anti-caffeine advertising earlier this year, Pepsi-Cola now finds itself introducing Pepsi Free caffeine-free cola. The drink, in regular and diet varieties, reinforces Pepsi's notion that caffeine-free soft drinks should usher in a new era of cola marketing. Pepsi acknowledged that Pepsi Free was in the works for years, leading industry observers to make the point that its anti-7UP outburst may have been an attempt to protect more than regular Pepsi-Cola (AA, March 1).

Pepsi said Pepsi Free will receive advertising and promotional support at a $100 million annual national rate in its eight test markets, with no cutbacks on its other major brands. Coca-Cola, spending more

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FCC may let nets into cable

By MAURINE CHRISTOPHER

The Federal Communications Commission methodically is moving toward reconsideration of all the major rules that have restrained tv's Big 3 in program production, syndication and cable systems ownership.

Next up on the heavy summer schedule and expected to be authorized for a rule-making procedure this week are the strictures against conventional network tv ownership of domestic cable systems and the ban against cross ownership of cable systems and over-the-air tv stations in the same markets by any company.

A rule-making notice means only that the commission will at least vote again on a crucial issue. It doesn't necessarily mean the regulators will vote to open cable to conventional telecasters without limitations.

However, FCC chairman Mark Fowler makes no secret of his desire to rip down as many barriers as possible. He wants to let the new and the old electronic media fight it out in the marketplace for the viewers' time and the advertisers' dollars. And he advocates a minimum of government interference.

While CBS already has moved back into limited cable systems ownership on a waiver permitting up to 90,000 homes, ABC pushed for revocation of the 12-year-old rule banishing networks from wired tv system operation. ABC's request was filed in support of an earlier petition from Marsh Media Ltd., which called for elimination of the cable/tv, same-market rule and an end to the ban on network cable ownership.

All three conventional networks argue that the competitive picture has changed radically in the past decade. Consequently, they say they should be allowed to compete freely in all the video

(Continued on Page 74)

Federal fuels war in packet delivery

By ROBERT RAISSMAN

Federal Express Corp., facing increasing, big-buck competition in the air freight field, is making another commercial assault on the U.S. Postal Service, which protested against an earlier derogatory spot.

The 10-second spot, which began running July 1 in 15 major markets, shows a man shaking as he prepares to lick an envelope. An off-camera voice says: "You've got a lot riding on that letter and you're going to turn it over to the post office?" The spot is slated to run through August. A spokesman for the U.S. Postal Service would not comment on the spot, adding, "I'm not going to compare this commercial to the first one."

The ongoing Postal Service flap is probably of minor concern to Federal execs. The company finds itself operating in an environment where advertising dollars are being spent at an increasingly accel-

(Continued on Page 73)

Low-cost 35mm line debuts

Canon invades Kodak turf

By GAY JERVEY

New York—Canon U.S.A. plans to cross into Kodak country with its new automated 35mm camera, which comes in two brightly colored models and should sell in that magic price range—$100 and under.

The subsidiary of Tokyo-based Canon thus becomes a full-fledged proponent of the "point and shoot" school of amateur photographers, largely the domain of American marketers and their non-35mm lines.

Called the Snappy, the new camera line will carry suggested prices of $145 for the higher-brow Model 50 and $115 for the more rudimentary Model 20. However, given discounting trends, they are expected to retail for $100 and $80, respectively—and probably lower. As such, they would be priced somewhat competitively with Kodak's new, highly touted disc camera that reached retailer shelves in May. The existing disc models list for between $67.95 and $142.95 but are reportedly selling for much less.

According to Canon U.S.A. president Fujio Mitarai, the company will spend $3 million on advertising between September and Christmas, with the budget probably escalating to some $8 million next year.

However, industry sources suggest that a four-year blueprint calls for spending $40 million over the

(Continued on Page 78)

NEWSPAPER
AA
DC2001#CONGLI FMJF M
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WASHINGTON DC 20014

last minute news

Super Bowl 30-second spot priced at $400,000

New York—Super Bowl XVII has been priced at an even $400,000 per 30-second commercial by NBC-TV. Last January's NFL big event was in the $345,000-a-30 range at CBS.

Arco reportedly talking with shops on account

Los Angeles—Atlantic Richfield Co. reportedly is in contact with several agencies regarding a possible review of its estimated $10 million account, currently shared by NH&S/Los Angeles and FCB/Honig.

B&W snares Thomas Sandefur from RJR

Louisville—Brown & Williamson's bitter rivalry with RJR will be heightened by an annoucement today that Thomas E. Sandefur is joining B&W in the new post of senior vp-international marketing after having resigned as exec vp-Europe, RJR Tobacco International, Geneva.

Kraft marketing hydroponic vegetables

Glenview, Ill.—Kraft Inc. is marketing hydroponically grown lettuce, European cucumbers and cherry tomatoes under the Sun Seasons label in

(Continued on Page 8)

DUMPS PROPOSED SETTLEMENT

FTC bows out of ad rate foray in 'Times' case

By RICHARD L. GORDON

WASHINGTON—The "free market" in newspaper ad pricing weathered its worst scare in years last week when the Federal Trade Commission changed course and freed the *Los Angeles Times* from precedent-setting restrictions on retail advertising discounts.

The unanimous decision signals FTC disenchantment with the theory that annual volume discounts offered by newspapers give big retail advertisers an unfair advantage over their smaller competitors. And it recognizes that a government order that would force costs up for a newspaper's major advertisers could injure newspapers' ability to compete with other media.

The commission action scraps a tentative settlement with the *Times* (AA, Sept. 28) that would have pressured the newspaper to use an FTC-sanctioned cost formula to determine future retail ad linage discounts. Under the FTC formula, the maximum discount for the *Times*' biggest retail advertisers would have been 26.765%, compared with discounts at the paper that FTC said have ranged as high as 40%.

Rate-card discounts using the FTC-sanctioned formula would have been accepted by the commission as nondiscriminatory and cost justified. *Times* ad executives would have been free to use other methods for determining discounts, but these rates would have faced scrutiny and possible challenge by FTC antitrusters.

The case settles for the time being the controversy over whether FTC should apply the principles of the federal anti-price discrimination law, the Robinson-Patman Act, to advertising rates. In statements released Friday, FTC's Republican chairman James C. Miller III said "it seems quite clear that the intent of Congress was to leave advertising rates outside the reach of the Robinson-Patman Act."

Democratic commissioner Michael Pertschuk, FTC chairman when the *Times* case was brought in 1977, and who tentatively supported the *Times* pact last year, said he is now convinced that its benefits to competition "are much more uncertain than we had believed."

Commissioner Pertschuk said there is no "repudiation" of Robinson-Patman principles, a subject of controversy among economists and lawyers, involved in the commission's decision. It is "only a decision that it is inappropriate to apply to them in this case," he said.

He added that it made no sense to apply anti-price discrimination

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The look of satin for Satin cigarets

Luxurious is the look of advertising for Lorillard's new Satin low-tar cigarets, testing in Denver and Milwaukee (AA, May 31). Available in regular and menthol, Satin has a "satin tip." This spread is part of a four-page newspaper insert. MCA Advertising, New York, is the agency.

Fritts gets back in NAB race

WASHINGTON—Mississippi radio broadcaster Edward Fritts has changed his mind and joined the race for the presidency of the National Assn. of Broadcasters. Mr. Fritts, currently NAB's elected chairman, and five other candidates, including American Advertising Federation president Howard Bell, were interviewed by a search committee last week.

Mr. Fritts only recently said he wasn't interested in competing for NAB's presidency (AA, June 21), and had agreed instead to chair the search committee created to find a replacement for retiring NAB president Vincent Wasilewski. He surrendered that job when he announced his candidacy.

Mr. Bell had served as director of the NAB code authority in the 1960s before moving to the AAF presidency more than a dozen years ago. AAF chairman David Keith said Mr. Bell has told him he is a candidate for the NAB job. "It's Howard's decision," Mr. Keith told ADVERTISING AGE last week. "He will make the decision on what he feels is best for him, best for the AAF and best for NAB."

Rounding out the list of candidates under review last week: Thomas Sawyer, exec vp, Ohio Assn. of Broadcasters; former NAB board chairman Donald Thurston, president of Berkshire Broadcasting, North Adams, Mass.; NAB exec vp-general manager John Summers, and former Federal Communications commissioner Robert Wells, chairman of Broadcast Music, New York. Mr. Fritts heads Fritts Broadcasting, Indianola, Miss.

Additions to the candidate list are possible, but the search committee hopes to have a selection made by Aug. 9 when NAB's tv and radio boards of directors are scheduled to meet in Chicago.

Replacing Mr. Fritts as co-chairmen of the search committee are NAB tv board chairman Gert Schmidt and radio board chairman William Stakelin.#

highlights

Monday, July 12, 1982

A Florida marketer is looking to women's legs and the shaving preparations market for diversification. *See Page 6.*

Backed by Quaker Oats, recently acquired subsidiary U.S. Games is planning its move on the videogame cartridge market. *See Page 10.*

Humphrey Browning MacDougall acquired Stiefel/Raymond Advertising in an attempt to bolster its New York operation. *See Page 12.*

Kayser-Roth moved some accounts around last week, giving its Comfort Stride to Ogilvy & Mather. *See Page 12.*

The availability and cost of real estate in the U.K. is limiting growth of American fast-food chains in that country. *See Page 14.*

Although they may find success in other parts of Latin America, U.S.-style fast-food chains are having trouble in Venezuela and Peru. *See Page 14.*

Hearst Corp. puts its hopes in the former director of New York's Metropolitan Museum, Thomas Hoving, as editor-in-chief of *The Connoisseur*. *See Page 28.*

Swift & Co. plans a new marketing emphasis to boost its Soup Starter and Stew Starter business. *See Page 32.*

Empathy plays a major role in holding advertisers and their agencies together in the long run. *See Page 33.*

Advertisers and their agencies should pay more attention to casting their spots, a Colgate-Palmolive exec told the American Advertising Federation. *See Page 49.*

First National Bank of Boston won the top award for multimedia campaigns in the 1981 Bank Advertising Awards competition. *See Page 50.*

Patricia Carbine, vp-publisher of *Ms.*, has been re-elected chairwoman of the Advertising Council. *See Page 69.*

Southwest Airlines is launching a new "image" with a tv campaign this week. *See Page 72.*

The Muppet Magazine, a quarterly children's humor publication, will be launched in November. *See Page 75.*

CORPORATE CLOSEUP

Ponderosa has a three-pronged strategy for future growth, with one area being expansion of its recently acquired Mexican food chain. *See Page 4.*

INTERNATIONAL

China is expected to introduce regulations banning foreign cigaret and liquor advertising later this year. *See Page 24.*

VIDEOTECH

The animated Fox Photo fox dances into tv spots with an animated, but human, dancer. *See Page 48.*

Prime time viewing of Home Box Office in subscribing homes nearly equaled that of NBC in February, according to Nielsen. *See Page 48.*

MAGAZINE

Marketing "unmentionable" products such as feminine hygiene items and contraceptives has posed some great challenges for marketing and advertising professionals throughout the last 50 years. *See Page M-2.*

Nipponmania, a national malady brought about by the infusion of Japanese-made automobiles into the American economy, thereby helping to trouble the auto industry, is discussed by agency chief executive Alex Kroll. *See Page M-20.*

SPECIAL REPORT

Housewares marketers, always confident that their industry could withstand a recession, are finding they must continue to introduce innovative new products and use effective marketing techniques in order to stay afloat. *See Page M-9.*

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Pay tv to try series programing

By SUSAN SPILLMAN

NEW YORK—Pay tv, spawned by following the movie theater approach, is now hoping to capitalize on the formula that propels commercial tv: Series programing.

With more pay networks turning on, and studios turning out fewer flicks, proponents of the new medium are looking to new and old series in an effort to differentiate themselves from one another, create viewer loyalty and fill 24 hours of airtime economically.

This winter Home Box Office will premiere "Fraggle Rock," its first original half-hour series featuring a new family of Muppets created by Jim Henson. In addition, this year pilots for three other possible comedy series will air, with at least one expected to debut in 1983. Pilot scripts for three dramatic series are also under way.

Showtime, which pioneered such pay tv series as its "Speak up America" magazine program and the "Bizarre" comedy show, recently premiered two adult soap operas and is trying to redevelop commercial tv's short-lived "Paper Chase." Plans for the network call for a total of seven series to be run-

(Continued on Page 74)

Ad pages in farm publications for 6 months, 1982-1981

Second-quarter and year-to-date figures for U.S. and Canadian publications reporting to Advertising Age

Key: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly

	Pages			
	April-June 1982	April-June 1981	Jan.-June 1982	Jan.-June 1981
General Farm Publications				
American Agriculturist	79.2	108.1	209.9	239.5
Measured in lines	60,222	82,109	159,499	182,064
◊Big Farmer	36.3	36.3	73.4	92.8
Measured in lines	15,548	15,548	31,486	39,821
†§California Farmer	212.0	195.1	501.9	476.6
Measured in lines	161,124	148,299	381,507	362,292
§Farm Futures	40.7	44.8	126.4	161.3
Measured in lines	17,449	19,220	54,201	69,198
Farm Industry News	81.0	70.4	271.6	234.7
Measured in lines	61,577	53,561	206,435	178,383
Farm Journal	160.4	151.8	523.7	500.3
Measured in lines	67,362	65,154	219,943	214,599
Farmer-Stockman Unit: (mon)				
Oklahoma Farmer-Stockman	47.0	49.3	109.2	97.6
Measured in lines	35,764	37,504	83,051	74,196
Texas Farmer-Stockman	37.6	46.7	88.6	97.8
Measured in lines	28,642	35,518	67,408	74,403
Harvest Publishing Unit: (sm)				
Kansas Farmer	168.2	167.2	432.7	475.6
Measured in lines	127,857	127,041	328,858	361,426
Michigan Farmer	147.5	160.1	444.0	448.3
Measured in lines	110,101	121,663	337,438	340,730
Missouri Ruralist	165.9	170.4	517.4	527.5
Measured in lines	126,062	129,494	393,226	400,861
Ohio Farmer	216.4	215.9	654.0	633.0
Measured in lines	164,466	164,101	497,047	481,787
Pennsylvania Farmer	88.8	116.5	376.9	388.0
Measured in lines	67,512	88,518	286,420	294,907
High Plains Journal: (w)				
Eastern Kansas	624.6	628.1	1,268.7	1,249.4
Measured in lines	699,552	703,472	1,420,958	1,399,370
Colorado	619.9	619.5	1,267.1	1,255.2
Measured in lines	694,330	693,854	1,419,138	1,405,838
Nebraska	613.9	612.4	1,236.9	1,233.5
Measured in lines	687,610	685,846	1,385,286	1,381,562
Oklahoma-Texas	629.0	615.5	1,279.2	1,256.2
Measured in lines	704,410	689,374	1,432,704	1,406,916
Western Kansas	674.4	681.3	1,375.5	1,363.2
Measured in lines	755,342	763,042	1,540,588	1,526,798
§Irrigation Age	66.8	92.3	168.7	217.3
Measured in lines	28,672	39,585	72,405	93,357
Kentucky Farmer (mon)	84.3	68.7	262.1	205.6
Measured in lines	64,141	52,275	199,199	156,272
Lancaster Farming (w)	1,226.4	1,189.7	2,463.5	2,678.0
Measured in lines	1,923,043	1,865,479	3,862,816	3,865,781
Midwest Farm Paper Unit: (sm)				
The Farmer	242.0	251.1	724.9	734.1
Measured in lines	183,912	190,858	550,901	557,928
Nebraska Farmer	264.8	292.2	801.6	865.5
Measured in lines	201,250	222,103	609,192	657,797
§Prairie Farmer:				
#Illinois Edition	244.4	280.9	811.3	876.1
Measured in lines	185,704	213,447	616,578	665,790
Indiana Edition	280.7	286.3	822.9	826.5
Measured in lines	213,297	217,581	625,365	628,137
Average 2 Editions	263.5	283.6	818.0	851.3
Measured in lines	200,229	215,516	621,665	646,969
§Wallaces Farmer	227.5	222.8	764.6	759.9
Measured in lines	172,885	169,305	581,122	577,542
Wisconsin Agriculturist	172.8	172.4	548.5	556.6
Measured in lines	131,341	130,985	416,880	423,007
▲Pecan South	16.0	31.3	48.9	60.5
Measured in lines	6,720	13,146	20,538	25,410
§Progressive Farmer	209.4	211.7	494.6	483.1
Measured in lines	87,934	88,931	207,710	202,900
Specialized Agricultural Publications:				
Flue Cured Tobacco Farmer	72.0	64.9	172.1	138.8
Measured in lines	30,672	27,647	73,314	59,116
Peanut Farmer	58.7	63.7	120.8	111.9
Measured in lines	25,006	27,119	51,451	47,686
§Successful Farming (mon)	156.4	168.7	495.2	523.1
Measured in lines	67,081	72,382	212,443	224,416
Tennessee Farmer (mon)	52.6	38.2	118.5	100.5
Measured in lines	39,956	29,035	90,079	76,347
Western Unit Farm Magazines: (mon)				
Arizona Farmer-Ranchman	110.4	128.0	240.5	262.1
Measured in lines	83,964	97,311	182,744	199,232
Colorado Rancher & Farmer	92.9	116.7	252.4	271.3
Measured in lines	70,619	88,654	191,821	206,174
Northwest Unit Farm Magazines:				
Idaho Farmer-Stockman	168.4	194.5	429.0	475.3
Measured in lines	128,019	147,869	326,011	361,241
Montana Farmer-Stockman	234.9	279.2	578.5	648.2
Measured in lines	178,493	212,180	439,701	492,622
Oregon Farmer-Stockman	118.6	149.2	321.3	372.3
Measured in lines	90,167	113,401	244,212	282,931
Utah Farmer-Stockman	103.3	134.7	286.8	338.9
Measured in lines	78,544	102,353	217,953	257,556
Washington Farmer-Stockman	132.6	164.5	355.6	396.6
Measured in lines	100,798	125,045	270,293	301,422
Wyoming Stockman-Farmer	71.8	86.8	158.2	202.0
Measured in lines	54,556	65,963	120,225	153,483
Total Group	9,314.0	9,661.5	23,015.6	23,686.0
***% change 1982 vs. 1981	−3.6%		−2.8%	
Dairy & Livestock				
§Beef Magazine	111.1	119.0	292.7	281.9
The Cattleman (mon)	330.1	371.4	707.5	697.5
Dairy Herd Management	118.7	123.7	253.6	282.4
§Drovers Journal	172.6	210.0	417.3	499.6
Farming Money Management	18.6	31.7	53.6	64.6
Farm Progress Hog Producer	17.5	18.6	44.1	56.4
Feedlot Management	58.4	62.7	133.5	156.1
Florida Cattleman (mon)	201.6	218.3	421.8	422.7
§Hoards Dairyman (sm)	226.9	226.0	530.1	536.3
Hog Farm Management	96.6	113.2	234.7	285.6
Livestock Breeder Journal (mon)	171.2	206.6	404.0	461.3
National Hog Farmer	183.9	132.5	457.8	384.4
Pig American	59.9	62.5	124.9	162.1
Southern Beef Producer	—	—	—	—
**Southern Hog Producer	—	—	—	—
▲Sunbelt Dairyman (mon)	—	—	—	—
Dairy: (mon)				
Full Edition	72.7	57.4	148.5	121.1
Western Edition	—	—	—	—
Western Livestock Journal Monthly:				
Central Edition	77.9	103.7	182.1	226.7
Western Edition	77.9	103.7	201.9	220.9
Southern Edition	48.8	66.9	119.5	146.3
Western Livestock Journal Weekly:				
Central Edition	94.4	82.6	213.2	230.4
Western Edition	106.8	100.5	247.1	276.6
Western Livestock Reporter/-Montwyo News (w)	416.0	159.6	862.0	430.3
Total Group	2,661.6	2,570.6	6,049.9	5,923.2
***% change 1982 vs. 1981	+3.5%		+2.1%	
Fruit & Vegetable				
American Fruit Grower (mon)	132.9	143.0	280.2	295.5
American Vegetable Grower (mon)	171.1	150.2	311.0	296.4
Citrus & Vegetable Magazine	116.1	132.4	264.2	247.2
Florida Grower & Rancher	54.2	39.0	108.2	88.4
Total Group	474.3	464.6	963.6	927.5
***% change 1982 vs. 1981	+2.1%		+3.9%	
Poultry				
Broiler Industry	124.1	148.9	270.8	309.8
Poultry Digest	76.7	81.9	152.6	187.5
Poultry Tribune	88.1	91.7	177.9	214.6
Poultry & Egg News				
Southeast edition	97.3	113.0	254.0	299.0
Southwest edition	76.0	89.0	173.1	209.0
Northeast/Midwest	41.0	44.0	135.4	137.0
Pacific edition	38.0	33.0	106.1	113.3
Total Group	541.2	601.5	1,269.9	1,470.2
*** % change 1982 vs. 1981	−10.0%		−13.6%	
Canadian				
Country Guide (mon)				
#Eastern Edition	158.0	172.6	332.7	338.4
#National Edition	292.3	281.6	620.6	568.3
#Western Edition	215.5	212.5	429.9	409.1
Average 3 Editions	221.9	222.2	461.1	438.6
Le Bulletin des Agriculteurs (mon)	223.0	227.0	502.0	483.0
Total Group	444.9	449.2	963.1	921.6
***% change 1982 vs. 1981	−1.0%		+4.5%	

§Sectional linage included but prorated to circulation of regional editions. †Published twice a month except June, July and Dec. monthly. ▲Published six times a year. ◊Published 11 times a year. #Not included in totals. **Published seven times a year.

advertiser people

Cliff gets Seagram post

NEW YORK—Michael P. H. Cliff has been named president of Seagram Wine Cos., the recently announced unit directing all activities of the company's U.S. wine businesses. Mr. Cliff, formerly exec vp-operations and development, succeeds Stephen Herbits, earlier president of Browne Vintners, who resigned. Prior to the formation of the umbrella unit, Mr. Cliff had been president of Seagram's Gold Seal Vineyards.

In addition, Samuel Bronfman, the son of Seagram chairman Edgar M. Bronfman, has been named exec vp-sales of Seagram Wine, succeeding Elliott A. Fine, who resigned. The younger Bronfman had been northern California state manager for Seagram Distillers.

Other people on the move:

Richard T. Miller to vp-general manager, Six Flags Magic Mountain, Valencia, Cal., from director of general services. Mr. Miller succeeds **Dan Howells**, who becomes exec vp, Six Flags Corp., Los Angeles. Also, **Robert Bennett** to new post of director of special projects, Six Flags Corp., from director of marketing, Magic Mountain. **Cheryl Derbyshire**, Magic Mountain advertising/research manager, assumes Mr. Bennett's previous post.

Seymour Morgenstern to vp-executive assistant to president-chief operating officer Linda Wachner, Max Factor & Co., Hollywood, from senior vp-marketing and purchasing administration. Also, **Lin Stinson** to senior vp-U.S. sales, from vp-food division. Both are new posts.

Meredith A. Young to director-advertising and sales promotion, a new post, Singer Co.'s U.S. consumer sewing products division, Elizabeth, N.J., from account manager, Compton Advertising, New York. Also at Singer, **Frank E. Bray** to vp-marketing support, a new post, from director-product management, where there is no successor yet.

Richard G. Burton to vp-marketing, Alco Standard's paper products group (Unisource), Valley Forge, Pa., from vp-sales, Mead's fine paper division, Dayton, O. He succeeds **James J. Swearingen**, who is now exec vp.

P. Richard Hughes to director of marketing, Boorum & Pease Co., Elizabeth, N.J., marketer of office supplies, from marketing manager, Pendaflex Systems, Esselte Pendaflex Corp., Garden City, N.Y. Also at Boorum & Pease, **Robert B. Grove** to manager-advertising and sales promotion, from director of marketing services, Bates Mfg. Co., Hackettstown, N.J.

Garrett S. Hart to vp-research, Paramount Pictures, Los Angeles, from director.

Sanford G. Weiner to group vp in charge of food and paper products, Procter & Gamble Co., Cincinnati, from vp, food products division. Named manager, food products division, is **Ben L. Bethell**, formerly associate manager, food products.

Bruce W. Simpson to vp-marketing and sales, a new post, Fisons Corp., Bedford, Mass., pharmaceutical company, from director of marketing.

Barbara Royce to advertising manager, Redken Laboratories, Canoga Park, Cal., a new post, from manager-marketing communications, Pertec Computer Corp., Chatsworth, Cal.

Angela Murphy to director of marketing and pr, Seaport Village, San Diego, a new post, from marketing director, University Town Centre, La Jolla.

Ellen Pensky Owens to advertising-pr manager, ComPath, Oakland, telephone systems company, a new post, from advertising-pr coordinator.

David B. Lentz to director of advertising and sales promotion, U.S. Ordinary Marketing Operation, Pan-American Life Insurance Co., New Orleans, from manager-advertising and sales promotion.

Anthony Meade to vp-marketing, a new post, Parfums Stern Inc., New York, from vp-worldwide marketing, Scannon Ltd.

Robert Friedman to exec vp-marketing, PolyGram Pictures, Culver City, Cal., from president, domestic distribution, Columbia Pictures, Burbank. He succeeds **Mike Bisio**, who became vp-general sales manager, Columbia.

Richard Pollick to senior marketing manager, a new title at Toro Co., Minneapolis, from vp-marketing, Arctic Enterprises, Thief River Falls, Minn.

Joseph Flannigan to group product manager, established products, Beech-Nut Nutrition Corp., Fort Washington, Pa., from business unit manager, cranberry drinks, Ocean Spray Cranberries, Plymouth, Mass. He succeeds **Tim Britt**, who left.

Bernard (Buddy) Golden to vp-general sales manager, MGM/UA Entertainment Co., Culver City, Cal., from vp-assistant general sales manager. He succeeds **Jerry Esbin**, who earlier became president-motion picture marketing and distribution.

Also:

Robert B. Tarkington to product manager-retail breakfast products, Kitchens of Sara Lee, Deerfield, Ill., from associate product manager...**Steven Kendall** to product manager-Ralston Hot Cereal and new ready-to-eat cereals, a vacant post at Ralston Purina, St. Louis, from assistant product manager...**Lois Mateus** to vp-corporate communications, Brown-Forman Distillers, Louisville, from commissioner, State of Kentucky Department of the Arts...**Mike Russell** to advertising manager, Florida Food division of Lucky Stores, Tampa, from assistant advertising manager, midwestern division, Milan, Ill.#

Needham & Grohmann forms southern unit

FORT LAUDERDALE, FLA.—Needham & Grohmann/Southern Division has been formed here. The new unit will operate as a wholly owned subsidiary of the New York-based Needham & Grohmann, under the supervision of Charles M. Edgar, division president and chief operating officer.

The new company will handle the P.G.A. Sheraton resort in West Palm Beach; the Sheraton at St. John's Place in Jacksonville; the Palm Beach Social Review, and Resorts International Bahamas Ltd. The N&G division is located at 1620 S. Federal Highway, 30062.